

Strategic Plan Update: External Review

NOAA Education Council

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April 15, 2015

Purpose

- To give the Education Council an overview of the type of comments we received on the Strategic Plan during the external review period, March 20 - April 10, 2015.
- To get feedback on the process for next steps.

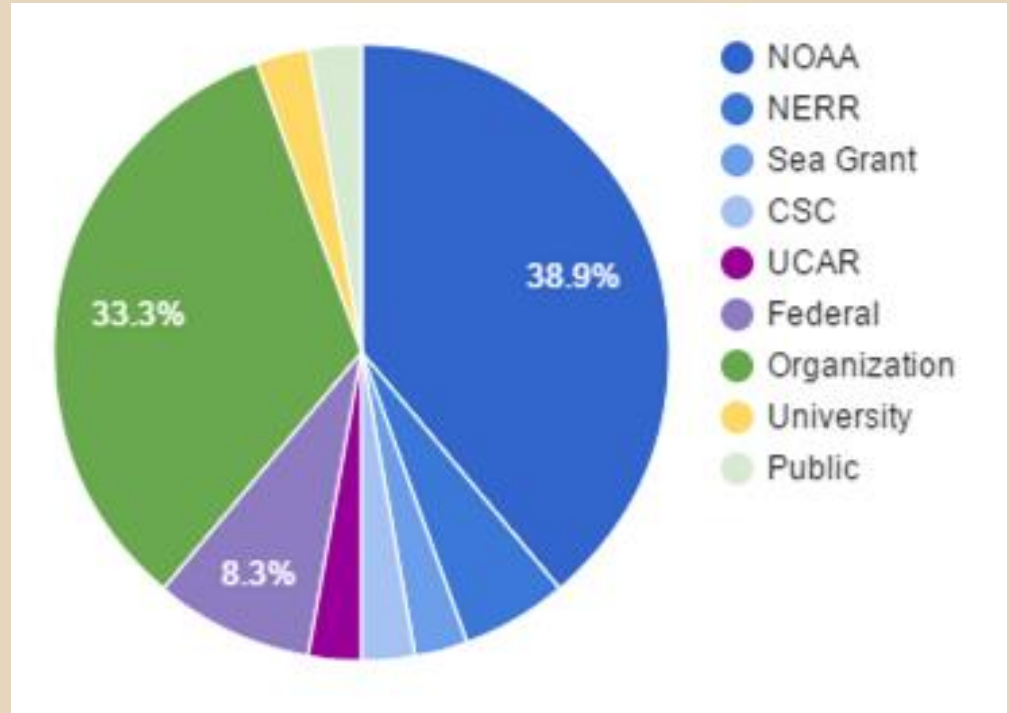
Who gave us feedback?



Who gave us feedback?

By the numbers:

- Mostly NOAA!



Types of comments

Overview

- Inclusion
- Constructive criticism
- Suggestions
- Good to know
- Implementation suggestions
- “Take me to your leader”
- Where to start....

Specific/Editorial

- Inclusion
- Alternative wording

The takeaway:

We received many thoughtful comments, but no show stoppers.

Overall response was positive

“Thoughtful attention has been **prudent to include all Americans.**”

- Jenny Cook, Marine Educator, Dauphin Island Sea Lab

“I thought it was **terrific - clear, concise, readable.**”

- Abby Peklo, Education Connection (B-WET Grantee)

“As a watershed educator in K - 12 schools I am pleased and grateful to read this document. I have read it carefully and **have only found integrity and inclusivity in it's contents.** These are both values that I, and those I work with, hold in high regard. Thank you for this carefully and intelligently written document.”

- Maya Carson, Watershed Program, Cycles of Change

“The Office of Education has been extraordinarily thoughtful about strategy and importantly, is **specific about objectives relating to underrepresented groups.**”

- Carey Tinsey, Ocean Discovery Institute

“We are pleased to see that NOAA Education has set **ambitious, yet achievable, goals and objectives...**”

- Bill Mott, The Ocean Project

Overall response was positive

“As a NOAA affiliated educator, I found the document to overall be excellent and well thought out. Actually, I'm glad I read the whole thing because it **gives me good ideas for our own Reserve's strategic planning process.**”

- Chris Bowser, Education Coordinator, Hudson River National Estuarine Research Reserve

“The overall plan is well written and very comprehensive. It **provides great direction for the NOAA Education Program.**”

- Essie Duffie, Southeast Fisheries Science Center

“Glad to see included in the end of the plan a section on **how progress will be evaluated and monitored.** It is also good to see that there will be annual reviews of the Strategic Plan and that these reviews will be used to make adjustments to the plan as needed.”

- Maggie Mooney-Seus, Alaska Fisheries Science Center

“I appreciate the draft plan and **applaud its attention to diversity and inclusion.**”

- Ambrose Jearld, NEFSC, Woods Hole Laboratory, Partnership Education Program

Constructive criticism

“The plan is well reasoned, well articulated, and very consistent with NOAA mission goals. **But it is very light on detail...** Hardly any mention is made of specific programs, institutions, partners, or content of the planned educational activities.”

- Dian Seidel, NOAA Research Council Advisory Member; Chair, Council of NOAA Fellows

“...the charge to address under-represented groups either from the standpoint of future workforce or educated public seems not to be seriously addressed.”

- Bradford E. Brown, Retired NOAA PhD

“Goal 2 Comments:-While it is listed in Goal 1, I would also **include (or modify one of the strategies listed) a "citizen science" strategy here, too.** Most citizen science programs incorporate at their foundation a stewardship/conservation message and/or goal.... Goal 4: **there also needs to be an objective specifically for the K-12 audience.** As mentioned in the description of the goal, decisions about science, STEM, etc. often occur during the K-12 years.”

- Elizabeth Vernon “EV” Bell, Marine Education Specialist, SC Sea Grant Consortium, COSEE

Constructive criticism

“The overall document, especially the opening summaries, certainly put climate change and resilience at the forefront of our collective mission...I **also wonder if important issues that may have indirect links to climate change are minimized**; topics like overfishing, habitat degradation, invasive species, watershed inputs, waterfront development and access. “

- Chris Bowser, Education Coordinator, Hudson River National Estuarine Research Reserve

“Unfortunately, it should be noted that the Draft Plan **does not identify strategies specific to increasing diversity**. We recommend NOAA create programs and opportunities that build on and scale successful local approaches; enable existing partners to incorporate targeted efforts to reaching underrepresented populations into their activities; and support a continuum of opportunities that enable a student to stay engaged as he or she progresses through school.”

- Kristen Yarincik, Consortium for Ocean Leadership, National Ocean Sciences Bowl

Inclusion

- Engineering
- International partners and research
- Coastal Training, reaching decision-makers
- “Upstream” of coastal communities
- Communication
- Outreach (Fisheries)
- Diverse and non-traditional audiences

Good to know

Reviewing the plan provided an opportunity to communicate and reconnect with partners. Some shared information about their work that was not tied to a suggestion or revision of the Strategic Plan.

- Examples of how their work supports the goals
- “Renewal of vows”
- Sharing best practices
- Providing additional resources, such as recommendations and reports
- Updates that “might be of interest”

Suggestions for Implementation

“The 2015-2035 plan has a timely opportunity to examine the value and possibly plan for broad-scale public education and stewardship campaigns.”

- Kevin J. Coyle, JD, National Wildlife Federation

The document could stand as it is and do so, only if a **very specific set of best practices for recruiting, retaining and involving under-represented populations were defined in an implementation document** to ensure that the nice phrases in the document are really meant to be achieved accompanied by having both real targets and a tracking process over time to see for example what happens to students who are supported as they move through their career paths

- Bradford E. Brown, Retired NOAA PhD

Would NOAA’s time be better spent by responding to the data visualization and data analysis needs of the external education audiences to complement their existing programs rather than creating new and additional curriculum and professional development programs?

- Rita Bell, Monterey Bay Aquarium

“Take me to your leader”

“To that end, it would be helpful to the overall stability and implementation of this plan if NOAA were to **include requests for funding of the Environmental Literacy Grant program and the B-WET programs in its annual budget submission to the White House and Congress.**”

- Kevin J. Coyle, JD, Vice Preside Education and Training, National Wildlife Federation

“NOAA Education is a **catalyst** in the conservation community...”

- Bill Mott, The Ocean Project

“Ocean Leadership ardently supports NOAA’s education mission, as the **ocean scientific community as a whole—not only NOAA—benefits** from a Science-Informed Society and growing and training our nation’s ocean science Future Workforce.”

- Kristen Yarincik, Consortium for Ocean Leadership, National Ocean Sciences Bowl

Where to start?

From: jean public <jeanpublic1@gmail.com>

Date: March 20, 2015 at 1:35:03 PM EDT

To: louisa.koch@noaa.gov, vicepresident@whitehouse.gov, americanvoices
<americanvoices@mail.house.gov>, EdcationPlan@noaa.gov, Oceanic Preservation Society
<info@opsociety.org>, info@oceana.org, info@pewtruwsts.org

Subject: Re: being perpetually "educated" by every federal agency in creation

I donot support the spending involved in this plan. the fact is noaa has to choose priorities and cant be all things to all people. neither does the us public have the time, when they have to deal with 4 levels of govt corruption local, county,state,federal international - to spend in your educational fiasco.

when you have too many projects, all suffer. none are done well. none are effective. that is what is going on here. nobody in America has time for this "education". they are working 3 jobs to stay alive in private industry - are you aware of that. they have no free time to be "educated. that is why govt is getting away with so much corruption.

Where to start?

this is just a make work project that is gouging taxpayers for no results. also when you ask other agencies to leave the mission they were created to do to work on your mission, you are messing them up in producing their mission. this calling in "partner" is about as stupid as can be. it makes both of you not effective. if the job is worth doing, do it yourself and stop muddying up everybody else's waters.

obviously nobody at NOAA is choosing a priority list. you can't do it all. but if you focus maybe you can do something well. I do not support this education program and believe it should be shut down. post it on your website for those interested if you have info and be done with it. I believe all tax dollars for this project should be in zero amount.

how about monitoring the overfishing effectively. that is a priority for all Americans who own all the fish, you let the commercial fish catchers overfish routinely. how about doing that job well. that's a job worth doing. it's time for NOAA to prioritize and stop sticking its fingers in every pot in the world. this comment is for the public record. please receipt.

How do we respond to comments?

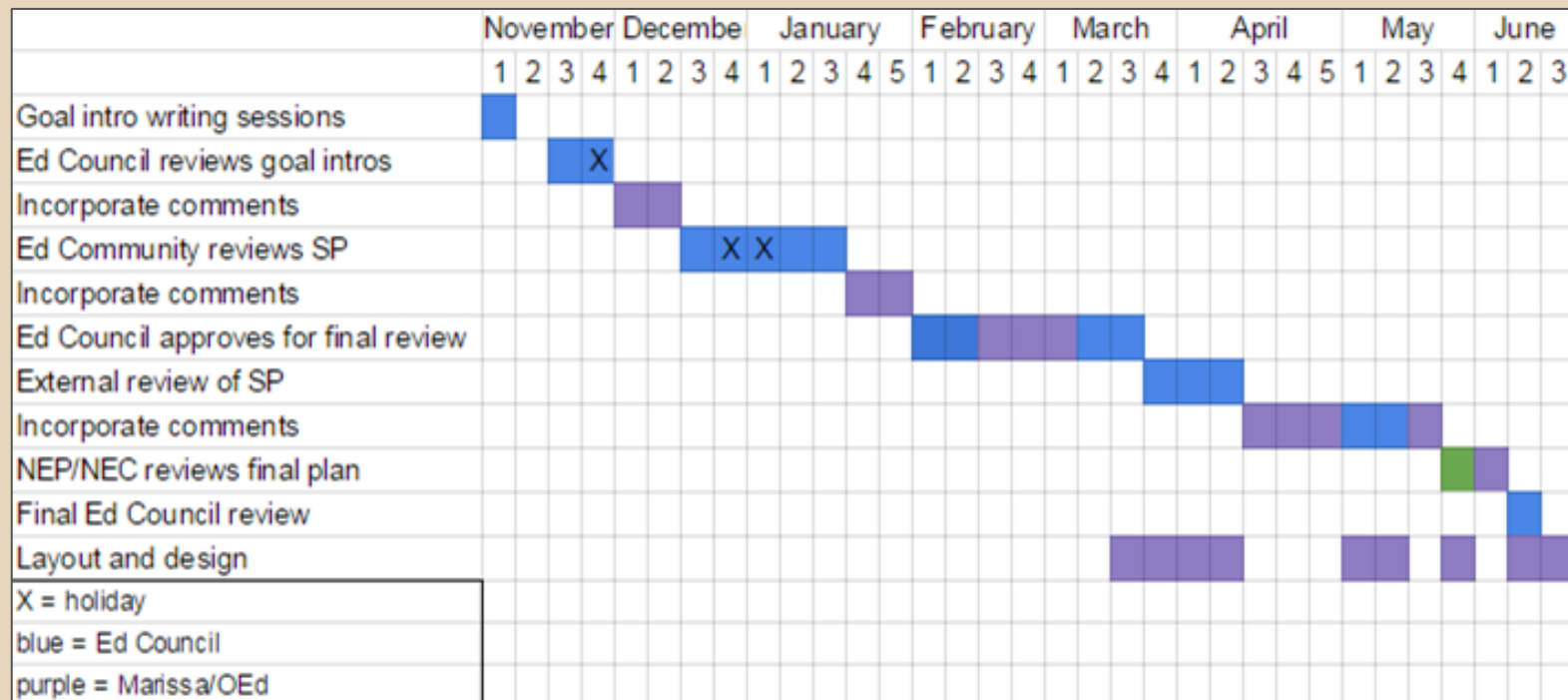
- We will put together a document that lists all comments, our responses, and any action or revision that was taken as a result.
- In other cases, comments are made publically for transparency.

Question 1: Are you comfortable posting the comments and our responses online or should responses be handled one-on-one with the commenters?

Next Steps

- Office of Education reviews all comments and provides recommendations
- Education Council reviews responses
 - Question 2: Would you prefer to...
 - Discuss recommendations with Coordinating Committee/Strategic Plan Advisory Board?
 - OR
 - Review proposed responses and the revised plan at the same time?

Updated Timeline



Congratulations!

Questions?